Along at the beginning of the silly season an afternoon newspaper published in English on Park row did a circulation stunt. It sent out a living prototype of the Raffles of Mr. E. W. Hornung's imagination. He walked the streets all day; and every day the newspaper published a photograph and description of him. Any person who rec-ognized him was to tap him on the shoulder. repeat a certain magic formula and get \$100 cold cash. For ten days Mr. Raffles walked the streets of New York. Finally, driven to desperation by sore feet, he was trying to get himself identified by a shopgirl, whose picture would look pretty in the papers, when he was nabbed by a store detective.

Mr. Raffles then moved on to Chicago and sold himself out to an evening paper. In Porktown they caught him on the second day. Mr. Zevin is the feuilleton writer of the Jewish Daily News. In Hester or Fasex or Pitt street they would cast out and reject a Yiddish newspaper that didn't have a daily feuilleton. Mr. Zevin has to do a lot of thinking to keep it going day after day. So when Mr. Raffles was caught he began a burlesque of the whole Mr. Raffles business. More explanations: The Prophet Elijah is a kind of orthodox Hebrew Santa Claus. He is supposed to be about at Passover time, bearing gifts. They always leave a door open at the Passover so that he may enter. His popular name is "Ailanovie." So Mr. Zevin announced in a humorous article that Ailanovie had been sent about the East Side with a sack containing \$50 in gold, which same would be taining soo in gold, which same would be the prize of the first man, woman or child who touched him on the shoulder and said "You are the Prophet Elijah of the Jewish Daily News." Mr. Zevin dashed this off and went on to compose a news article, an edi-torial and a poem. It was all part of the day's work

torial and a poem. It was all part of the day's work.

The next morning the postman remarked to the business manager that if their mail kept on increasing that way he'd have to resign. There was truly an unusual number of letters. About two-thirds of them said nearly the same thing.

"If you've sent a man with \$50 walking around the East Side, why in Sem Hill for any other orthodox Hebrew cuss word don't you publish a description so that we can get the money?"

All day letters and kicks and roars came

don't you publish a description so that we can get the money?"

All day letters and kicks and roars came in at the business offices. All day subscribers stuck their heads through the cashier's window and wagged their beards and made gestures while they told what they thought of the paper. Toward evening the Sarasohn brothers, who run the paper, sent for Mr. Zevin, who sat at his desk trembling at the ruin he had wrought.

"See what you've done," said the Sarasohns. "What can we do about it?"

"Bend out a man, publish a description and offer \$50 reward for any one who will catch him," said Zevin.

"We have thought of that," said the Sarasohn brothers. "You are the man."

"Himmel!" cried Mr. Zevin, "and the thermometer 65 in the shade!"

"You should have thought of that," said his bosses.

It happens that Mr. Zevin is pretty well known on the East Side. It wouldn't do to publish his photograph, since the Jevish Daily News wanted a run for its fifty dollars. Neither did it seem advisable to publish anything like a full description of the mysterious "Ailanovie," because, as the court reporter remarked, you might take risks on a \$50 proposition with the Kriste, but not with the East Siders.

So the News announced next day that "Ailanovie" would be abroad on the East Side, that he would walk through Seward Park every morning, and that he would

"Ailanovie" would be aproad on the East-Side, that he would walk through Seward Park avery morning, and that he would wear a cap with holes in it, suspenders instead of a belt, a cane, and gold eye-glasses. Fifty dollars to anyone who would nail him and mutter the formula. Next morning, half the East Side was in Seward Park. At 10 o'clook, Mr. Zevin strolled through the crowd. They all spoke to him.

to him.
"Good morning, Mr. Zevin," they said.
"Looking for Allanovie."
"Yes, I'd like the \$50 myself," said Mr.

Litweiser, the kosher butcher, called him

Litweiser, the kosher butcher, called him aside.

"Now see here," said Litweiser, "you work for the News. Tell me more about this Ailanovie how he looks, and I give you half when I catch him."

Mr. Zevin was incorruptible. He strolled on, although his collar was wilting with unaccustomed exercise. He drifted into Hester street. He loafed in the Jewish Educational 'Alliance. Everywhere they were talking about Ailanovie, and everywhere they asked Mr. Zevin wouldn't he please, please tell them more about it. They needed the money.

It was that afternoon that five pushcart men rushed into the office of the News carrying in their midst a struggling, swearing little Christian man.

"We have got him!" said the spokesman of the pushcart men. "He says he ain't him, but he is!"

"You are wrong," said the cashier. "He wears no gold eyeglassee."

"He did before he smashed 'em fighting."

of the pushcart men. He says he ain't him, but he is!"

"You are wrong," said the cashier. "He wears no gold eyeglasees."

"He did, before he smashed 'em fighting," said the spokesman. "Give us the \$50."

"The cashier had to bring down the Sarasohn brothers before the pushcart men would let the struggling Christian gentleman go. He had his innings on the sidewalk, when he collected a dollar apiece to ray for his glasses. The pedlers departed swaring with their shoulders.

It would take too long to tell of every time that a wild crowd raided the News office in the next week, carrying a captive who wore a cap, a cane, suspenders and eyeglasses. One resident of the Upper East Side caught his "Alianovie," locked him in a closet and refused to let him go until the cashier of the News went up and proved that he had the wrong man.

Meantime, Mr. Zevin walked and walked and let many pounds. Fach high he came home discouraged and sad, to write his experiences of the day before. Wherever he went, people implored him for just one little word about Alianovie.

Last week Joseph Heim Kowalsky arrived from the old country, seeking fortune. The first morning he bought a News for the "help wanted" advertisements. There he read about Alianovie and the \$50. It looked awfully good to Joseph Heim. He strolled down the Fast Side, peering into the face of every pedestrian. And in Seward Park he beheld Mr. Zevin starting on his daily stroll. Zevin was talking to Lifweiser, the butcher. For the fiftieth time Zevin was saying to Lifweiser:

"I can't tell you anything. It wouldn't be right."

Joseph Heim stepped up, clapped Zevin on the shoulder and said: "You are the

Joseph Heim stepped up, clapped Zevin on the shoulder and said: "You are the Prophet Elijah of the Jevish Daily News."

"Yah! Gott sei dank!" said Zevin.

"Gott in Himmel!" said Litweiser.

They had to show Litweiser last year's trial balances before he came to.

Gift to Yale Delayed.

NEW HAVEN, Conn., July 81.—The truswho were to turn it over to Yale to-morrow, moed to-day that they will not be ble to put it in the university's hands for bme time. The reason is that the university cannot accept the property a unless it comes unincumbered. The trustees have not succeeded in raising the necessary amount and will keep it until it does. PUBLICATIONS.

Mr. Maurice Hewlett's Novel The **Fool Errant**

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MACMILLAN COMPANY, 64 & 66 FIRE Ave., N. Y.

LIVE TOPICS ABOUT TOWN.

It was early in the evening when three young men roamed into a Coney Island dance hall. A starved voice at the other end of the hall was expatiating on the shade of the old apple tree, when the waiter, giving the table a flick with his apron, asked, "What'll it be?"

"What'll it be?"

"A long beer for mine," said the first.
"Same here," said No. 2. "Me too," said
the third, "but make it short."

"Sure," said the waiter, and a moment
later, over the bar, was heard the cry:

"Two Second av'noos and a brownstone
front for 17."

If you see swinging over a noisome alleyway, where Roosevelt street begins to look out upon the river, the worn sole and downtrodden heel of an upperless shoe, you may know that through that narrow passage lies your way to the cobbler narrow passage lies your way to the cobbler of the Porto Rico colony, for that is the centuries old sign of the zapatero. This cobbler hardly aspires to so high a title as shoemaker—he is nothing but a remendon, one who gives to old shoes a little more wear. His shop is merely a bench in the paved court of a tenement and overhead he has a few yards of striped goods brought from Ponce that serves him for an awning. Against his bench leans a guitar. It is a great lounging place for the colony and it is not unusual to hear the tones of the guitar along with the muffled tap of the hammer on leather and lapstone.

The porter of an extensive warehouse in Front street has learned to distrust the honesty of his fellow man. All day Sun-day there lay on the roof of the building a fine Panama hat, blown from the head of some traveler on the Bridge almost overhead. All day long the hat lay in plain sight of the Sunday travel on the Bridge. Bright and early on Monday morning the efforts for the reclamation of that hat began. The first caller asked leave to go on the roof, and it was only by diligent questioning that he was brought to the plain statement that his hat had blown off and he had seen it lodge on that roof. Before taking him to the upper regions the porter had the forethought to ask what size hat he wore. The hat when recovered proved too small, and anyway it contained a card with quite a different name. During the day no fewer than eight attempts were made to annex that Panama, but in no case was property proved. some traveler on the Bridge almost over-

"English playwrights select more curious sounding titles for their plays than our American dramatists," said a manager last night. "There may be nothing in a name, but your English dramatist thinks there is a great deal, else why would he saddle a play with some of the names that will soon adorn our billboards? 'Peter Pan' is not bad, but when they name a play 'Allof-a-Sudden-Peggy' I think the man who selected the name desired to attract attention at the start. We will have another one of those hyphenated p'ay titles to bother us soon when Barrie's 'Alice-Sitname, but your English dramatist thinks by-the-Fire' is produced here

Smoke, the mascot of Engine Company 32, returned for duty the other night after being in the dog hospital three weeks with broken leg.

Smoke is a coach dog and has been in he house in John street near Gold for five years. Smoke was run over by a tender responding to an alarm. While he was in the hospital the firemen were kept busy reporting his condition to the telephone girls of the John street exchange, among whom Smoke was a great favorite.

An old customer of a downtown seed store entered the place a few days ago and, addressing the salesman who usually waits on him, said:

"Say, George, those 'Peerless' beans you sold me last spring as being the finest ever are the worst seeds I ever tried to grow. They came up all right, flourished for a time, produced about four beans to each plant and then slowly dried up. What's the trouble?"

"Had plenty of thunder and lightning

out in Jersey this year, haven't you?"
"Yes, but what's that to do with the growth
of the beans?"

of the beans?"

"Everything. Electricity will knock beans out quicker'n a wink. If the lightning has been sharp and close to your garden this year you can depend upon it that your beans had been struck by lightning. We've had a number of similar complaints."

"Well." growled the suburbanite. "I guess I'll have to put lightning rods in my bean patch."

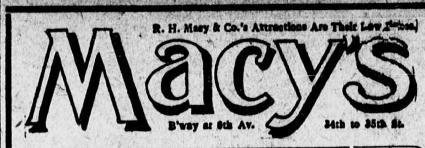
A physician who served his time as an nterne in a big local hospital was telling of the different modes of treatment for patients who were found to be feigning

sickness. "It was exceedingly effective and much more simple than the hypodermic needle more simple than the hypodermic needle treatment. Three times a day the patient got one dram of tincture of green soap and one dram of asafetida, mixed with enough violy to keep one dose close to the palate until the next was administered. One day was the longest any of the malingerers ever stayed with us."

Lovers of purity in English ought to make a pilgrimage down here every now and them," said an old New Yorker as he and then," said an old New Yorker as he passed Burling Slip. "If tradition is to be relied on, we are indebted to Burling Slip for Lindley Murray's famous "Grammar of the English Language." The story is that old Lindley as he was going home from market one day with a brace of fowl in his hands sought to show his athletic abilities by jumping across Burling Slip. He slipped and fell and his subsequent lameness was attributable to that fall. To his lameness and consequent incapacity for active exercise posterity is indebted for the grammar that made him famous."

"Watching those newsies bathing in he City Hall fountain," said a man whose ancestors lived in New York for many generations, "reminds me of a story my father told me his grandfather told him.

"According to my great grandpo, there was a nice beach where Greenwich street was a nice beach where Greenwich street now runs from Beaver to the Battery. Boys and horses bathed there, and there was a big rock a little way out, on which the kids had built a house, which they called a fort, which they would storm from the water, just as we kids used to play 'King of the Castle' or 'Hold the Fort.' Seems funny to think of Greenwich street as a swimming beach, doesn't it?"



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R. H. Macy & Co. invite your attention to the following quotation from an editorial published in a newspaper that has the largest circulation in the United States:-

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community in their fight against the Book Trust.

"The Book Trust alleged its right to FORBID RETAILERS
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"Macy & Co., acting in behalf of the purchasing public, maintained in the courts, at considerable expense, THEIR RIGHT TO SELL MERCHANDISE BOUGHT BY THEM FOR WHATEVER PRICE THEY PLEASED.

'The case was heard before Judge Ray in the United States Circuit Court, Isidor Straus and Nathan Straus, partners, appearing, under the firm of R. H. Macy & Co., in behalf of the public and the rights of the individual business man.

The thanks of the public are due to R. H. Macy & Co. for the fight they made against this particular form of trust oppression. And still greater thanks are due to Judge Ray for this excellent opinion, in which he sustains the action of Messrs. Straus

appearing in behalf of the public interests. It is to be hoped that the get-rich-quick gentlemen who propose to get such money from the public by making themselves lords and masters of purchaser, retailer and all others will take to heart the lesson that is taught them in the opinion quoted above."

The above tells you about our legal action, and our successful effort to uphold the right of R. H. Macy & Company to sell their property to the public as cheaply as they choose.

You will see that an effort was made to compel us to charge for books the same high prices as are charged by concerns that do businsss on a high profit basis. The idea was to forbid us, in spite of our superior facilitles for merchandising on a cash basis, to give to the public the benefit thereof.

This legal decision, as has been truly said, is of interest to the purchasing public.

It certainly constitutes a new feature in American merchandising.

All kinds of law suits are brought in the courts of this country. All kinds of efforts are made to enable men to earn

a higher profit. This law suit was carried on to obtain for R. H.

Macy & Company permission to sell for less profit. We have no especial wish to extract advertising

value from a law suit in which we have defended the rights of other merchants, the liberty of the individual business man. But we think those of our friends who have known

and upheld the Macy cash system of doing business at lower prices than all others will be interested in this legal confirmation of our business principle. We mean to give to the public the benefit of the

lowest possible prices, even in spite of combinations fighting to uphold extravagant charges.

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George M. Cohan Welcomed to Broadway at the New York Theater.

George M. Cohan gave his regards to Broadway in person again last night when "Little Johnny Jones" was revived at the New York Theater. This musical piece is about the best that Mr. Cohan has produced, and last night it went with a vim that characterized its previous runs in New York. Cohan in the title rôle got a welcome that was spontaneous and hearty. welcome that was spontaneous and hearty.
The only change of importance in the cast is the sustitution of Adele Rafter for Truly Shattuck as Florabel Fly, the San Truly Shattuck as Florabel Fly, the San Francisco newspaper woman. Miss Rafter's performance had all the go which the part demands and it isn't her fault if one meets few such newspaper women in real life. Tom Lewis repeated his hit as The Unknown and Ethel Lovey sang and danced with her accustomed vivacity. Jerry J. Cohan, Sam J. Ryan, Charles Bachmann, Edith Tyler and Helen F. Cohan were acceptable in their parts.

"LITTLE JOHNNY JONES" BACK. LILLIAN RUSSELL IN VARIETY. Comie Opera Singer Signs to Appear With

Lillian Russell signed a contract yesterday afternoon in Saratoga with F. F. Proctcr. By the terms of the contract Miss Russell will appear under Proctor's direction for an indefinite period, opening early in Octo-ber next at Proctor's Twenty-third Street Theatre. She is to remain at the Twentythird street house as many weeks as may be warranted by the condition of business, and then she will be heard at Mr. Proctor's other playhouses.

Miss Russell may also make a tour of the larger cities under Mr. Proctor's direction, following her season in this city. If she goes on the road at all, it will be with an "all star vaudeville" combination.

The salary to be paid is said to be the largest ever paid in vaudeville.

PUBLICATIONS.

PUBLICATIONS Ready To-day



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OUTING

MAGAZINE

FOR AUGUST, 1905.

AST month we told you of a series of articles in preparation designed to show the place our country has taken among the family of nations, and how this place has been achieved. These articles will show this "white side" and make every reader beneath the Stars and Stripes proud of his country—for that is exactly what we wish to do. We want them all to realize that unclean politics and frenzied finance, of which we are hearing so much, do not touch the real heart of the country. We want to emphasize that this magazine seeks the heart of the land, and is

INTENSELY AMERICAN

We show always the manly, wholesome—the best aspects of our national life; the CLEAN, WHITE SIDE, and not the foul spots. And that is a quality worth remembering when you place a magazine in your HOME.

But just now we want to talk about the contents of this August number, which comes to you in the height of vacation time and which we have made with a view to helping you pass your holidays most profitably and amusingly. It is full of the spirit of the season, this August number—full of woods and water and loafing and refreshing pictures; and in this building we have kept our promise to secure the best material of pen and pencil. You will miss much if you fail to read this luxurious mid-summer number.

GLANCE OVER THIS VARIETY

There is Charles G. D. Roberts' great animal story-"THE ROMANCE OF RED FOX"which ranks easily among the best two or three animal stories ever written, and illustrated by

Francis Metcalfe gives another of his intensely funny "SIDE SHOW STUDIES," and the accompanying drawings of Oliver Herford are even funnier.

Ralph D. Paine, recognized as one of the ablest writers of special articles, tells the human story of "THE BATHERS OF THE CITY," and illustrates it with photographs that are as good as

HELPFUL AND ENTERTAINING

Then read "WHEN THE RIVER CALLS," the story of a canoeing trip down the Connecticut River, with full and valuable suggestions on how to make such trips.

Are you an automobilist? An interesting and authoritative article, "THE AUTOMOBILE AS A MEANS OF COUNTRY TRAVEL," which Edward Penfield has very cleverly illustrated, will tell you a lot you ought to

Are you a mountain climber? Read "CLIMBING THE HIGH ALPS," which tells where and how to climb, with hints for mountaineering and its equipment, and some startling photographs showing the hazards of this game.

Are you fond of camping?
"A CAMP AT ST. CLAIR FLATS" will give suggestions as to spending your vacation pleasantly and economically.

Do you want to learn something of the romance and the daring of the early days in our Great West, and of what is now being done there for the encouragement of our frontier farmers?

Then read "TAMING THE FRONTIER" and "THE WINNING OF THE DESERT."

ALL OF THE BEST

Besides all these there are also the departments, full of practical information for people who want to know how to "do things." For example, how to make rafts for swimmers, what to do with your dog in summer, how to handle your camera at the seashore; and, of course, there is everything the sportsman wants to know at this season, including Mr. Wilson Marshall'sown story of how his yacht ATLANTIC won the Emperor's Cup. In fact, "something for everybody, and all of the best," is the motto upon which we are building THE OUTING MAGAZINE, and winning monthly new friends by the thousands.

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AMUSEMENTS.

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